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IN THE CLAIMS

Claims 1-9, 11, 16, 17 and 23-27 are canceled.

Please amend claims 10, 13, 15, 19, 20, 21, and 22 as follows.

10. (thrice amended) A method of applying a coating to a surface of a medium to form a coated medium comprising the steps of:

a) providing a coating material by mixing a binder material suitable for being spread substantially and regularly over the surface and a ferromagnetic component, the binder material being a hot melt adhesive;

b) providing a medium having the surface to be coated, the surface capable of receiving a substantially and regularly spread coating material; and

c) spreading a substantially constant thickness of the coating material onto the surface and allowing the coating material to set to form the coated medium as a ~~non-permanently magnetized~~ magnetizable component, wherein the medium that is coated is one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls; and

d) magnetically and temporarily linking the ~~non-permanently magnetized~~ magnetizable component to a ferromagnetic object so that the coated medium and ferromagnetic object are held together by magnetic attraction from the ferromagnetic object.

12. (previously added) The method of claim 10, wherein the ferromagnetic component is iron oxide, and a ferromagnetic fill of the coated surface ranges between 200 and 850 grams of iron oxide per square meter of coated medium surface.

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13. (thrice amended) The method of claim 10, further comprising magnetizing the ferromagnetic component of the ~~non-permanently magnetized~~ magnetizable component so that the ~~non-permanently magnetized~~ magnetizable component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically holds the ferromagnetic object.

14. (previously added) The method of claim 13, wherein the magnetizing step occurs before the coating material sets, and a magnetizing magnetic field used for the magnetizing step is strong enough to orient the ferromagnetic component in the coating material before the coating material sets.

15. (thrice amended) A coated medium comprising:

a) a medium having a surface, the surface capable of receiving a substantially and regularly spread coating material, the medium being one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls; and

b) a coating material as a mixture of a binder suitable for being spread substantially regularly over the surface of the medium and a ferromagnetic component, the coating material spread substantially and regularly over at least a portion of the surface, the binder material being a hot melt adhesive;

c) the coating material being applied to the medium to form a coated medium as a ~~non-permanently magnetized~~ magnetizable component that can temporarily and magnetically link to a ferromagnetic object so that the ~~non-permanently magnetized~~ magnetizable component and ferromagnetic object are held together.

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18. (previously twice amended) The coated medium of claim 15, wherein the adhesive is a hot melt adhesive and the mixture comprises two parts by weight of hot melt adhesive and six parts by weight of iron oxide as the ferromagnetic component.

19. (thrice amended) The coated medium of claim 15, wherein the ~~non-permanently magnetized~~ magnetizable component is permanently magnetized such that the magnetized coated medium temporarily and magnetically holds the ferromagnetic object.

20. (thrice amended) An apparatus for coating a medium comprising:

a) means for mixing a binder suitable for being spread substantially regularly over a surface of the medium and a ferromagnetic component to form a coating material, wherein the medium is one of a paper, a card, wallpaper, a flexible plastic sheet, a rigid plastic sheet, and walls, the binder material being a hot melt adhesive; and

b) means for substantially and regularly spreading the hot melt adhesive containing the ferromagnetic component as the coating material onto the surface of the medium and for allowing the coating material to set, the mixing and spreading means forming a ~~non-permanently magnetized~~ magnetizable component that can temporarily and magnetically link to a ferromagnetic object so that the coated medium and ferromagnetic object are held together.

21. (thrice amended) The apparatus of claim 20, further comprising means for magnetizing the ~~non-permanently magnetized~~ magnetizable component so that the ~~non-permanently magnetized~~ magnetizable component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically can hold a ferromagnetic object.

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22. (thrice amended) The apparatus of claim 20, further comprising means for magnetizing the ~~non-permanently magnetized~~ magnetizable component so that the ~~non-permanently magnetized~~ magnetizable component remains magnetic after the magnetizing step such that the magnetized coated medium temporarily and magnetically can hold the ferromagnetic object, the magnetizing means having a magnetic strength to orient the ferromagnetic components of the coating material before the coating material sets.

28. (previously added) The coated medium of claim 15, wherein the coated medium and the ferromagnetic object form a laminate arrangement when held together via said magnetism.

29. (previously added) The method of claim 10, wherein a sheet of material is applied to a surface of the coating material and adhered thereto by the hot melt adhesive.

30. (previously added) The method of claim 13, wherein a sheet of material is applied to a surface of the coating material after the magnetizing step and adhered thereto by the hot melt adhesive.

31. (previously added) The coated medium of claim 15, further comprising a sheet of material adhered to a surface of the coating material using the hot melt adhesive.

32. (previously added) The coated medium of claim 19, further comprising a sheet of material applied to a surface of the coating material using the hot melt adhesive.

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33. (previously added) The apparatus of claim 20, further comprising a means for depositing a sheet of material onto the coating material so that the hot melt adhesive adheres the sheet material to the coating material.

34. (previously added) The apparatus of claim 21, further comprising a means for depositing a sheet of material onto the coating material so that the hot melt adhesive adheres the sheet material to the coating material.